# What to write: #3 Google keyword planner

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### Using the keyword planner to get ideas

- Sign up for Google AdWords (free) in order to get access to the keyword planner
- Click “Search for new keywords using a phrase, website, or category” and fill out the form
- Once you get the results, look at the ones with the highest number of searches
- **Think about why people would search for those terms, what needs they might have, and see if you can use any of the topics for one of your articles**
- Combine these ideas with different content formats
- Start searching again as many times as you can until you get some good ideas
- When you write the article, show off your expertise on the topic and describe how your product might be useful for the readers